

Communications Working Group Agenda

*October 1, 2009 - 2:00 to 3:30 pm
Mayor's Conference Room, 18th Floor*

1. Welcome and Introductions
2. Update from 9/28 CED Committee Meeting
3. Discuss the Communications Working Group's workplan
 - a. Overview of Contractor Review Process
 - b. Present "Exec. Summary" Cover Sheet
 - c. Schedule of Marketing Plan Presentations
4. Review City's message platform and its application to various audiences
5. Update on the "Downtown Living" campaign

Communications Working Group members:

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|---------------------------|--|
| - Mayor's Office (Chair) | - San José Silicon Valley Chamber of Commerce |
| - City Manager's Office | - San José Downtown Association |
| - Redevelopment Agency | - San José Convention and Visitors Bureau |
| - Mineta San José Airport | - Chair of the Community & Economic Development Committee* |

** The Chair of the Community & Economic Development Committee is a non-voting member*

All Communications Working Group Meetings are open to the public.

Next Meeting:
November 5, 2009
2:00 p.m. to 3:30 p.m.